[7] McLuhan, *Understanding Media*, p. 308.
[8] Becker, p. 238. Becker collapses a quotation from *Understanding Media*, p. 313.
[9] McLuhan, *Understanding Media*, p. 227.
[10] Ibid., p. 334.
[11] Ibid., p. 286.
[12] Marshall McLuhan, *The Gutenberg Galaxy* (Toronto: University of Toronto Press, 1962), p. 268.
[13] Becker, p. 238.
[14] Herbert E. Krugman, "Brain Wave Measures of Media Involvement," *Journal of Advertising Research* 11:1:3-9 (February 1971).
[15] Ibid., p. 9.

Journal of Broadcasting

Index to Volume 20, 1976

Published quarterly (Winter, Spring, Summer, Fall) by the Broadcast Education Association

Temple University, Philadelphia, Pa. 19122

Title Index

African Mass Communications: Selected Information Sources, *Sydney W. Head* ..... Summer 381—416

Ascertaining Programming Needs of "Voiceless" Community Groups, *Orville C. Walker, Jr., and William Rudelius* ..... Winter 89—100

Assessing Television Viewing Behavior of Older Adults, *Richard H. Davis, Allan E. Edwards, Dennis J. Bartel and Dorian Martin* ..... Winter 69—76

Black Ownership of Broadcast Stations: An FCC Licensing Problem, *Milan D. Meeske* ..... Spring 261—272

Cable TV Control in Canada: A Comparative Policy Study, *Don R. Le Duc* ..... Fall 435—450

Caribbean Mass Communications: Selected Information Sources, *John A. Lent* ..... Winter 111—126

Community Cablecasting in the U.S. and Canada: Different Approaches to a Common Objective, *Vernone Sparkes* ..... Fall 451—460

Cox Broadcasting Corp.: A Group-Ownership Case Study, *Herbert H. Howard* ..... Spring 209—232

Determinants of TV Station Economic Value, *Robert T. Blau, Rolland C. Johnson and Kenneth J. Ksobiech* ..... Spring 197—208

[7] McLuhan, *Understanding Media*, p. 308.
[8] Becker, p. 238. Becker collapses a quotation from *Understanding Media*, p. 313.
[9] McLuhan, *Understanding Media*, p. 227.
[10] Ibid., p. 334.
[11] Ibid., p. 286.
[12] Marshall McLuhan, *The Gutenberg Galaxy* (Toronto: University of Toronto Press, 1962), p. 268.
[13] Becker, p. 238.
[14] Herbert E. Krugman, "Brain Wave Measures of Media Involvement," *Journal of Advertising Research* 11:1:3-9 (February 1971).
[15] Ibid., p. 9.

Journal of Broadcasting

Index to Volume 20, 1976

Published quarterly (Winter, Spring, Summer, Fall) by the Broadcast Education Association

Temple University, Philadelphia, Pa. 19122

Title Index

African Mass Communications: Selected Information Sources, *Sydney W. Head* ..... Summer 381—416

Ascertaining Programming Needs of "Voiceless" Community Groups, *Orville C. Walker, Jr., and William Rudelius* ..... Winter 89—100

Assessing Television Viewing Behavior of Older Adults, *Richard H. Davis, Allan E. Edwards, Dennis J. Bartel and Dorian Martin* ..... Winter 69—76

Black Ownership of Broadcast Stations: An FCC Licensing Problem, *Milan D. Meeske* ..... Spring 261—272

Cable TV Control in Canada: A Comparative Policy Study, *Don R. Le Duc* ..... Fall 435—450

Caribbean Mass Communications: Selected Information Sources, *John A. Lent* ..... Winter 111—126

Community Cablecasting in the U.S. and Canada: Different Approaches to a Common Objective, *Vernone Sparkes* ..... Fall 451—460

Cox Broadcasting Corp.: A Group-Ownership Case Study, *Herbert H. Howard* ..... Spring 209—232

Determinants of TV Station Economic Value, *Robert T. Blau, Rolland C. Johnson and Kenneth J. Ksobiech* ..... Spring 197—208

Division of Ownership as a Criterion in FCC Licensing Since 1965, *John C. Busterna*	Winter	101—110
Dramatic TV Content and Children's Sex-Role Stereotypes, *M. Mark Miller and Byron Reeves*	Winter	35—50
Earnings and Education of Men and Women in Selected Media Operations, *Kenneth Harwood*	Spring	233—238
Functional Analysis of TV Viewing for Older Adults, *Lawrence Wenner*	Winter	77—88
Humor on Television: A Content Analysis, *Joanne R. Cantor*	Fall	501—510
Impact of "All in the Family" on Children, *Timothy P. Meyer*	Winter	23—34
Impact of Commissioner Background on FCC Decisions: 1962-1975, *Wenmouth Williams, Jr.*	Spring	239—260
Incidental Social Learning and Viewer Race: "All in the Family" and "Sanford and Son," *John D. Leckenby and Stuart H. Surlin*	Fall	481—494
Information Sources and Voting in a Primary and General Election, *L. Erwin Atwood and Keith R. Sanders*	Summer	291—302
Mass Media and the Older Voter: 1972, *Roger D. Wimmer*	Summer	313—322
Media Technology: Detour or Panacea for Resolving Urban Information Needs? *John E. Bowes*	Summer	333—343
Mediated Violence and Victim Consequences: A Behavioral Measure of Attention and Interest, *Wenmouth Williams, Jr., and C. Edward Wotring*	Summer	365—372
Obscene/Indecent Programming: Regulation of Ambiguity, *Charles Feldman and Stanley Tickton*	Spring	273—282
Perceptions of a Political Campaign Event: Media vs. Personal Viewings, *Lynda Lee Kaid, Craig Corgan and Phil Clampitt*	Summer	303—312
Perceptions of TV Program Violence by Children and Mothers, *John D. Abel and Maureen E. Beninson*	Summer	355—364
Perceptions of Violent TV Newsfilm: An Experimental Comparison of Sex and Color Factors, *Thomas R. Donohue*	Spring	185—196
Relative Effectiveness of Male and Female Newscasters, *Susan Whittaker and Ron Whittaker*	Spring	177—184
Sex on TV and Adolescent Sexual Self-Image, *Stanley J. Baran*	Winter	61—68
Some Comments on Communication and Information, *Keith Stamm*	Summer	344—354

Strategies for Dealing with Human Information Needs: Information or Communication? *Brenda Dervin* ..... Summer 323—332

Systemic Limitations to Irish Broadcast Journalism, *Peter B. Orlik* ..... Fall 467—480

Televised Movies: Directors Win Audience, *Ryland A. Taylor* ..... Fall 495—500

Television and Hollywood: Economic Relations in the 1970s, *Thomas H. Guback and Dennis J. Dombkowski* ..... Fall 511—528

Television in Children's Political Socialization, *Alan M. Rubin* ..... Winter 51—60

Television War: Trends in Network Coverage of Vietnam, 1965-1970, *George Bailey* ..... Spring 147—158

The Audience for the Impeachment Hearings, *Robert L. Stevenson and Robert B. Laing* ..... Spring 159—168

The Effects of Commercial Clutter on Radio News, *Joseph R. Dominick* ..... Spring 169—177

The Experts Look at Children's Television, *James D. Culley, William Lazer and Charles K. Atkin* . Winter 3—22

The Role of Foundations in Public Broadcasting: PART I: Development and Trends, Part I, *Marilyn A. Lashner* ..... Fall 529—548

The Safe, Cheap and Known: A Content Analysis of the First (1974) PBS Program Cooperative, *Michael G. Reeves and Tom W. Hoffer* ..... Fall 549—566

Viewpoint: No Mere Rorschach, *Myles P. Breen* .. Fall 567—572

Viewpoint: On Time-Compressed News, *Theodore L. Glasser* ..... Winter 127—132

Visualization and TV News Information Gain, *Mickie Edwardson, Donald Grooms and Peter Pringle* ..... Summer 373—380

Author Index

Abel, John D. and Maureen E. Beninson, Perceptions of TV Program Violence by Children and Mothers ..... Summer 355—364

Atwood, L. Erwin and Keith R. Sanders, Information Sources and Voting in a Primary and General Election ..... Summer 291—302

Bailey, George, Television War: Trends in Network Coverage of Vietnam, 1965-1970 ..... Spring 147—158

Baran, Stanley J., Sex on TV and Adolescent Sexual Self-Image ..... Winter 61—68

Blau, Robert T., Rolland C. Johnson and Kenneth J. Ksobiech, Determinants of TV Station Economic Value ..... Spring 197—208

Bowes, John E., Media Technology: Detour or Panacea for Resolving Urban Information Needs? ..... Summer 333—343

Breen, Myles P., No Mere Rorschach ..... Fall 567—572

Busterna, John C., Division of Ownership as a Criterion in FCC Licensing Since 1965 ..... Winter 101—110

Cantor, Joanne R., Humor on Television: A Content Analysis ..... Fall 501—510

Culley, James D., William Lazer and Charles K. Atkin, The Experts Look at Children's Television ..... Winter 3—22

Davis, Richard H., Allan E. Edwards, Dennis J. Bartel and Dorian Martin, Assessing Television Viewing Behavior of Older Adults ..... Winter 69—76

Dervin, Brenda, Strategies for Dealing with Human Information Needs: Information or Communication? ..... Summer 323—332

Dominick, Joseph R., The Effects of Commercial Clutter on Radio News ..... Spring 169—177

Donohue, Thomas R., Perceptions of Violent TV Newsfilm: An Experimental Comparison of Sex and Color Factors ..... Spring 185—196

Edwardson, Mickie, Donald Grooms, and Peter Pringle, Visualization and TV News Information Gain ..... Summer 373—380

Feldman, Charles and Stanley Tickton, Obscene/Indecent Programming: Regulation of Ambiguity ..... Spring 273—282

Glasser, Theodore L., Viewpoint: On Time-Compressed News ..... Winter 127—132

Guback, Thomas H., and Dennis J. Dombkowski, Television and Hollywood: Economic Relations in the 1970s ..... Fall 511—528

Harwood, Kenneth, Earnings and Education of Men and Women in Selected Media Occupations Spring 233—238

Head, Sydney W., African Mass Communications: Selected Information Sources ..... Summer 381—416

Howard, Herbert H., Cox Broadcasting Corp: A Group-Ownership Case Study ..... Spring 209—232

Kaid, Lynda Lee, Craig Corgan and Phil Clampitt, Perceptions of a Political Campaign Event: Media vs. Personal Viewing ..... Summer 303—312

Lashner, Marilyn A., The Role of Foundations in Public Broadcasting: Part I: Development and Trends ..... Fall 529—548

Leckenby, John D. and Stuart H. Surlin, Incidental Social Learning and Viewer Race: "All in the Family" and "Sanford and Son" ... Fall 481—494

Le Duc, Don R., Cable TV Control in Canada: A Comparative Policy Study ..... Fall 435—450

Lent, John A., Caribbean Mass Communications: Selected Information Sources ..... Winter 111—126

Meeske, Milan D., Black Ownership of Broadcast Stations: An FCC Licensing Problem ..... Spring 261—272

Meyer, Timothy P., Impact of "All in the Family" on Children ..... Winter 23—34

Miller, M. Mark and Byron Reeves, Dramatic TV Content and Children's Sex-Role Stereotypes .. Winter 35—50

Orlik, Peter B., Systemic Limitations to Irish Broadcast Journalism ..... Fall 467—480

Reeves, Michael G. and Tom W. Hoffer, The Safe, Cheap and Known: A Content Analysis of the First (1974) PBS Program Cooperative ..... Fall 549—566

Rubin, Alan, Television in Children's Political Socialization ..... Winter 51—60

Sparkes, Vernone, Community Cablecasting in the U.S. and Canada: Different Approaches to a Common Objective ..... Fall 451—460

Stamm, Keith, Some Comments on Communication and Information ..... Summer 344—354

Stevenson, Robert L. and Robert B. Laing, The Audience for the Impeachment Hearings ..... Spring 159—168

Taylor, Ryland A., Televised Movies: Directors Win Audience ..... Fall 495—500

Walker, Orville C., Jr. and William Rudelius, Ascertaining Programming Needs of "Voiceless" Community Groups ..... Winter 89—100

Wenner, Lawrence, Functional Analysis of TV Viewing for Older Adults ..... Winter 77—88

Whittaker, Susan and Ron Whittaker, Relative Effectiveness of Male and Female Newscasters . Spring 177—184

Williams, Wenmouth, Jr., Impact of Commissioner Background on FCC Decisions: 1962-1975 .... Spring 239—260

Williams, Wenmouth, Jr. and C. Edward Wotring, Mediated Violence and Victim Consequences: A Behavioral Measure of Attention and Interest Summer 365—372

Wimmer, Roger D., Mass Media and the Older Voter: 1972 ..... Summer 313—322